

Message Text

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SUBJ: RECOMMENDATION FOR DUAL-PURPOSE CATALOGUE SHOW AT XENIA '77

(JANUARY 24-30, 77) AND INTERNATIONAL FOOD AND BEVERAGES

EXHIBITION (APR 17-24, 1977)

REF (A) STATE 10631, (B) STATE A-1278

1. TO PROVIDE ADEQUATE LEAD TIME FOR PROCUREMENT, EMBASSY STRONGLY RECOMMENDS CATALOGUE SHOW IN AREAS OF FOOD AND BEVERAGES MACHINERY AND COMMERCIAL KITCHEN EQUIPMENT FOR USE DURING TWO 1977 GREEK TRADE SHOWS IN THIS ARE.
 2. FIRST EVENT WOULD BE XENIA '77, THE FIFTH EXHIBITION OF TOURISM AND HOTEL EQUIPMENT, SCHEDULED TO BE HELD AT ZAPPEION EXHIBIT BUILDING IN ATHENS DURING JAN 24-30, 77. XENIA ATTRACTS AN AVERAGE 15,000 VISITORS IN TOURISM AND HOTEL INDUSTRIES, AND 1977 EVENT IS EXPECTED TO BE EVEN LARGER, GIVEN REVIVED INTEREST IN TURIST INDUSTRY AND HOTEL CONSTRUCTION AND DRAMATIC PROJECTION FOR TEN YEAR TOURIST GROWTH. OTHER EVENT IS SECOND INTERNATIONAL FAIR FOR FOODS-BEVERAGES AND MACHINES WHICH WILL BE HELD AT THESSALONIKI FAIRGROUNDS APR 17-24, 77, 1976 EVENT ATTRACTED 320 EXHIBITORS FROM 19 COUNTRIES AND OVER 6,000 REGISTERED VISITORS.
 3. CATALOGUES, COVERING AREAS COMMON TO BOTH SHOWS SHOULD INCLUDE COMMERCIAL FOOD PRODUCTION MACHINERY SUCH AS SLICERS, CHOPPERS, GRINDERS, CUTTERS, DICERS AND SIMILAR MACHINES; MIXERS AND WHIPPERS; BAKERY MACHINERY AND EQUIPMENT; SLICING MACHINES; PAKING AND PAKAGING MACHINERY FOR FOOD PRODUCTS; REFRIGERATION EQUIPMENT; GLASSWASHERS, DISCHWASHERS; COOKING
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APPARATUS; AUTOMATIC MERCHANISING MACHINES SUCH AS: BEVERAGE,

COFFEE, SOFT DRINK, CANNED FOOD, ICE-CREAM, PASTRY, AND CIGARETTE
VENDING MACHINES; WEIGHING MACHINES FOR COMMERCIAL USE; INCINERATORS
COMPUTERIZED MANAGEMENT SYSTEMS, AND CONTROL AND SECURITY SYSTEMS.

4. COMBINED COST OF TWO EVENTS COVERING SPACE RENTAL, DECORATION,
HOSPITALITY, PRINTING, PHOTOGRAPHER, AND OVERTIME WOULD

TOTAL 7,850. DOLS

5. EMBASSY AND CONGEN THESSALONIKI BELIEVE THAT TWO EVENTS OFFER
PROMISING SPECIALIZED AUDIENCES FOR COMBINED CATALOGUE SHOW IN
AREAS LISTED ABOVE AND STRONGLY RECOMMEND THIS ADDITION
TO 1977 COMMERCIAL PROGRAM.

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